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TO: Commissioner of PatentsFAX NO.: 703-872-9306FROM: Eamon J. WallDATE: February 1, 2005MATTER: Serial No. 09/737,841 Filed: December 14, 2000DOCKET NO.: DIVA/308 (SEDN/308)APPLICANT: Donald F. Gordon, et al

The following has been received in the U.S. Patent and Trademark Office on the date of this facsimile:

Petition
 Disclosure Statement & PTO-1449
 Priority Document
 Drawings (sheets) informal
 Response Under 37 CFR 1.111

Transmittal Letter (2 copies)
 Fee Transmittal (2 copies)
 Deposit Account Transaction
 Facsimile Transmission Certificate
 dated February 1, 2005

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Linda LaForge February 1, 2005
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PTO/SB/21 (09-04)

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**TRANSMITTAL
FORM**

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Total Number of Pages in This Submission

Application Number	09/737,841
Filing Date	December 14, 2000
First Named Inventor	Donald F. Gordon et al.
Art Unit	3623
Examiner Name	Romain Jeanty
Total Number of Pages in This Submission	Attorney Docket Number DIVA/308 (SEDN/308)

ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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Remarks

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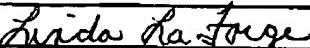
Signature 

Printed Name Eamon J. Wall

Date 2/1/05 Reg. No. 39,414

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Typed or printed name Linda LaForge

Date 2-1-05

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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		Filing Date	December 14, 2000
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(to be used for all correspondence after initial filing)		Examiner Name	Romain Jeanty
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Firm	Moser, Patterson & Sheridan, LLP		
Signature			
Printed Name	Eamon J. Wall		
Date	2/1/05	Reg. No.	39,414

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Typed or printed name	Linda LaForge
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PAGE 3/13 * RCVD AT 2/1/2005 2:23:37 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/1 * DNIS:8729306 * CSID:732 530 9808 * DURATION (mm:ss):04:36

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PATENT APPLICATION

Applicant(s): **Donald F. Gordon et al.**

Case: **DIVA/308** Group Art Unit: **3623**

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND REPORTING CONSUMER TREND DATA IN AN INFORMATION AND DISTRIBUTION SYSTEM**

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Date

Ronald Duforge

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RESPONSE UNDER 37 C.F.R. 1.111

This is in response to the Office Action mailed November 2, 2004.

The Commissioner is authorized to charge any fees due, including additional extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.